



Danielle Hartman

Global Senior Production Artist

CONTACT

Danielle.Hartman@outlook.com

717.330.5164

[www.linkedin.com/in/
danielle-hartman-548b4010](https://www.linkedin.com/in/danielle-hartman-548b4010)

EDUCATION

Millersville University of PA
Bachelor of Arts in Art
1993-1997

PA College of Art & Design
Digital Photography
2009-2010

SKILLS

- Package Design
- Art Production
- Vendor Relations
- Color Management
- Structure Design
- Inventory Management
- Brochures & Newsletters
- Trade Show Graphics
- Marketing Materials
- Promotional Products
- Website Design
- Content Management
- E-commerce
- Photo Editing

PLATFORMS

Adobe Creative Suite, WebCenter,
Planet, Design2Launch

Microsoft 365

PROFILE

Senior Graphic Designer / Production Artist with nearly 30 years of CPG packaging experience and extensive expertise in art production, print processes, color management, and production execution. Experienced in translating creative concepts into technically accurate, production-ready artwork while balancing brand standards, manufacturing requirements, timelines, and cost. Strong cross-functional and vendor partner with a proven track record of resolving complex packaging challenges and driving projects from concept through final production.

WORK EXPERIENCE

THE HERSHEY COMPANY

Senior Graphics Technologist

Oct 2025 - Present

- Identifies and implements efficient graphics processes, seamless integration of brand acquisitions and continuous improvement projects.
- Responsible for all phases of large projects or programs, from project development through commercialization.
- Communicates project timelines, project progression, and elevation of roadblocks and implementation of resolutions.

GODIVA CHOCOLATIER, INC.

Global Senior Production Artist

Jan 2012 - Sept 2025

- Led end-to-end art production for Godiva's global packaging portfolio, translating creative concepts into production-ready artwork while maintaining design integrity, functionality, and the highest print quality standards.
- Partner cross-functionally with Global Design, Packaging Engineering, Marketing, Regulatory, Production and Senior Leadership to align artwork, technical requirements, and CPG business priorities.
- Drive packaging approval and print-production workflows, proactively identifying and resolving technical challenges to ensure accurate, high-quality execution within extremely demanding timelines.

PLADIS GLOBAL

Art Production Manager

Nov 2016 - Jan 2019

- Led Art Production during corporate restructuring, managing packaging and merchandising artwork across Godiva, Flipz, Turtles, and United Biscuits brands.
- Created production-ready artwork for Godiva's Everyday, Holiday Gifting, and Innovation portfolios, ensuring design integrity, functionality, and brand standards.
- Partnered with Creative, Design, Project Management, and Production teams to manage timelines, artwork approvals, and print-production execution.